

**PTCL GROUP & PTA's
COLLABORATION
FOR GENDER
INCLUSION IN ICT**



Significance of Gender Diversity & Building an Inclusive Workplace Culture

Excellence does not discriminate between genders.
Instead, it defines skill and good management
[People Management, UK]

Varied
Perspectives

Foster
Innovation

Flexibility

Comprehensive
Talent Pool

Improved
Collaboration

Competitive
Edge

Social
Responsibility



PTCL Group's
Initiatives for Women
Inclusion in **ICTs**

Commercial & Financial Empowerment



23.9 %

of the total Ufone subscriber base is women



Out of which

68 %

of the women subscribers are data users(3G & 4G)

As per a commercial survey, Ufone has up to 40 % women users. Some sims are issued in Male - Head of Family's name due to socio-cultural barriers

Ba-Ikhtiar Project



100 Women
Entrepreneurs in Haripur

Digital & Financial
Empowerment

Partnership: PTCL Group & Pakistan Poverty Alleviation Fund (PPAF)
Implementing partners: NRSP, Daraz and U Microfinance Bank

Objective: To empower women entrepreneurs by providing them with the necessary tools, skills, and resources to succeed in the digital economy

Initiatives: Providing Free Smartphones, Data Packages, and Comprehensive Training in Financial and Digital Skills and access to Microfinance Facilities

- **Proof free Internet Connectivity to underprivileged schools**
- **Supporting the education of young female students**



Flagship Internship Program for Persons with Disabilities



2020



20 interns



8 females



2021



20 interns



10 females



2022-23



20 interns



6 females



Bridging the Industry-Academia Gap



367

Female Interns were Onboarded in 2023

The interns are given a first-hand experience of working with professionals and understanding the dynamics of corporate Telco culture.

Empowering Communication: The Women's Network at PTCL Group



“Connected Women Network”

A hub for PTCL Group women to mentor, celebrate, and empower each other, fostering a supportive community for personal and professional growth.

PTCL Group's Commitment to Enhancing the **People Experience** for Women, by Prioritizing their Unique Needs



Daycare
Facilities



Dedicated
Transport
For Females



Priority
Parking



Dedicated
Female Prayer
Rooms
across all
Offices



02 Reserved
Seats in
Pilgrimage
(Hajj)
Balloting

Thank You

